

CITY OF YUBA CITY
STAFF REPORT

Date: December 17, 2019
To: Honorable Mayor & Members of the City Council
From: Administration
Presentation by: Michael Rock, City Manager

Summary

Subject: Professional Services Agreement with FM3 Research for a Public Opinion Survey

Recommendation: Discuss and Consider Authorizing the City Manager to enter into a Professional Services Agreement with FM3 Research , in an amount not to exceed \$30,000, with approval as to legal form by the City Attorney, to provide a Public Opinion Survey, with the finding that it is in the best interest of the City

Fiscal Impact: \$30,000 - Account No. 4120-62701 Economic Development Professional Services

Purpose:

To survey the residents of Yuba City to see if there is support for a revenue measure that could provide additional resources for city services, including, but not limited to, crime prevention/investigation; 911 emergency police/fire response; recruiting/retaining qualified police officers; neighborhood police patrols; and maintaining critical infrastructure, including street resurfacing projects.

The public opinion poll does not mean the City Council will be putting in motion a ballot measure for a revenue measure.

Once the public opinion poll is completed staff will return to City Council with the results and will seek direction from Council on next steps, if any, to move forward with a revenue measure.

Background:

For the past several years, Yuba City has conducted community outreach to residents to determine community priorities for services with limited public. The goal of this effort has been and continues to be to assist the City Council and Staff in goal-setting, long-term budget development and service delivery planning.

The last public opinion survey, conducted by FM3, was completed in April 2018.

Analysis:

FM3 Research (formal name Fairbank, Maslin, Maullin, Metz & Associates, Inc.) is a California-based company that has been conducting public policy-oriented opinion research since 1981, including surveys for organizations seeking to deepen their understanding of how the public perceives certain policy issues, or how the public perceives their organization or its services.

FM3 conducts hundreds of surveys and focus groups every year, to provide strategic insights and advice and is considered one of the top research companies in the State. They have an extensive list of local clients, for example: the City of Grass Valley, City of Lincoln, City of Citrus Heights, City of Sacramento, and the City and County of San Francisco.

Fiscal Impact:

\$30,000.00 - Account No. 4120-62701 Economic Development Professional Services.

Alternatives:

- Direct Staff to research other options to gather public opinion
- Do not move forward hiring Research firm and direct staff to research other options

Recommendation:

Discuss and Consider Authorizing the City Manager to enter into a Professional Services Agreement with FM3 Research , in an amount not to exceed \$30,000, with approval by the City Attorney, to provide a Public Opinion Survey, with the finding that it is in the best interest of the City.

Prepared by:

[/s/ Terrel Locke](#)

Terrel Locke
Assistant to the City Manager

Submitted by:

[/s/ Michael Rock](#)

Michael Rock
City Manager

Reviewed by:

Finance

City Attorney

[RB](#)

[SLC by email](#)